

Logo Standards

- Why
- The Law
- Which One
- Protect
- Contact



- **Why**
- **The Law**
- **Which One**
- **Protect**
- **Contact**

About These Visual Identity Standards

To safeguard and support the long-term success of the MWR brand, it is important for MWR communications to be unified and centrally managed.

A positive, unified MWR brand image can only be instilled and maintained with a consistent, coordinated approach. The brand identity is the cornerstone of this effort.

The objective is to develop an MWR brand identity that conveys one family of services, one voice, one look and one level of service and serves as a powerful foundation to engage employees and customers.

To this end, this document contains guidelines on how to represent the MWR brand and templates for use when applying the guidelines.

The Visual Identity

The development of the Visual Identity Standards and communication templates will:

- Facilitate more accurate perceptions of the full breadth, depth and value of MWR programs and services worldwide
- Drive overall awareness among key audiences
- Convey imagery that supports MWR brand positioning
- Provide clear, practical standards for use by any person or department responsible for the development of communications and marketing materials, as well as advertising agencies, design firms, and other outside vendors who work for MWR (including printers, developers of electronic inter-faces, signage suppliers, etc.)
- Increase efficiency in the development and production of marketing materials
- Allow all MWR marketing professionals to create communications materials quickly, effectively, and with a consistent level of high quality
- Reduce costs by diminishing the need for outside vendors



WHY
MWR Logo Standards

The Law

- Why
- The Law
- Which One
- Protect
- Contact

The MWR Trademark

Variations, alterations, or modifications of the MWR logo are not permitted; the prescriptions of the MWR Logo Standards must be strictly followed.

A “trademark” is synonymous with a “brand.” It is a name or symbol that serves the function of visually associating the source of goods or services with a certain standard or quality. It identifies, in symbolic form, a reputation. Consistency of use maximizes the ability of a brand or trademark to achieve that goal. Consistency of use is all about attaining that reputation as quickly and as universally as possible. Once that reputation is achieved, a mark acquires the kind of secondary meaning, or distinctiveness. But most importantly for MWR, Army personnel and other patrons MWR serves, identify with the MWR logo and accord a degree of loyalty to the goods and services it represents.

The distinguishing feature of trademark law is the concept of “use.” Continuity and consistency of use are critically important. The ultimate penalty for misuse or nonuse of a trademark is “abandonment”, that is, surrendering or relinquishing a legal right. Altering the appearance of a logo in any way while it is trademarked dilutes the legal position held by the owner of the trademark – in this case, Army MWR – against infringement. That is why Army trademark attorneys have strongly and consistently warned against any variant use of the MWR logo.

This stance is vitally important while the new MWR logo is in the process of becoming established. In order to achieve the point that the MWR logo receives the degree of recognition necessary to be considered distinctive under trademark law, continuity and consistency of use are essential. Any variation of the logo -- no matter how slight --- dilutes the original intent as filed with the US Patent and Trademark Office. Any logo variation can be cited by competitors as evidence that Army MWR has no intent to acquire distinctiveness, creating an environment that would allow outside organizations to use the MWR logo as they see fit. Thus, MWR would lose the ability to protect the logo from unauthorized use by competitors, in effect, turning over an important legal and financial asset; our logo would become meaningless.

All of these reasons support our insistence that a strong continuity and consistency of use and appearance of the MWR logo be maintained. We need your help to achieve this. Please ensure that every time the MWR logo is used, it appears precisely as indicated in the MWR Logo Standards. Also, whenever a third party is permitted to use the MWR logo – for example, whenever items are purchased that are imprinted with the MWR logo – a “non-exclusive limited license” clause describing the parameters of the use should be included in the contract. Any circumstances of improper use of the logo or unauthorized use by others must be reported to brand@cfsc.army.mil immediately.

Which One

- Why
- The Law
- **Which One**
- Protect
- Contact

Preferred and Alternate Signatures

The signatures shown to the right are for general MWR use.

The preferred use of all signatures includes the words “U.S.Army.”

There are, however, applications of the signatures that require the use of an alternate treatment and exclude the words “U.S.Army.” When the signature will appear less than one inch, such as on a premium, like a pen, the alternate signature should be used.

Important!

Reproduction-quality digital art can also be downloaded from our Web site at <http://brand.armymwr.org>.

These signature files should never be opened or altered in any way. In addition, you should not add onto nor delete any part of these signatures. Altering these files can dilute the visibility and therefore cause confusion as to the understanding and importance of the MWR brand.



Preferred Signature



Alternate Signature

Only used for signatures smaller than 1"

Protect

- Why
- The Law
- Which One
- **Protect**
- Contact

Protecting Our Most Valuable Communications Assets

The MWR signatures are the most important single component of the new visual identity. If we treat this new visual identity with care and respect, others will view it similarly. Please leave space surrounding the signature equal to or greater than the width of the the “W” in the logotype. This includes not placing the logo over an image or photo.



Contact Us



E-mail us at
Brand@cfsc.army.mil

Visit the Web site at
<http://brand.armymwr.org>

- Why
- The Law
- Which One
- Protect
- **Contact**